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5 SELLING TIPS -- TO INCREASE YOUR SALES

By Bob Leduc

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Here are 5 selling tips to help you increase your sales. All 5 work for any business. They're effective for both online and traditional offline marketing. And they won't cost you anything to implement.

1. PROMOTE ONE THING AT A TIME

Promote only 1 product or service at a time. It limits your prospect's buying decision to either "yes" or "no". Every "yes" answer produces an immediate sale.

Avoid promotions requiring prospects to make more choices after making the decision to buy. Some won't be able to make a clear choice. They'll avoid the risk of making a wrong choice by making NO choice -- and you lose the sale you already had.

You can develop separate promotions for each product or service you sell. Or you can combine several products and services into one package for one price. But always make your prospective customer's buying decision a simple "yes" or "no". It produces the maximum number of sales.

2. LEAD WITH YOUR BIGGEST BENEFIT

What's the biggest benefit you offer to customers? That benefit is your strongest selling appeal. Use it to attract prospects to your promotional message.

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State your biggest benefit in the headline of your ads. Put it in the first sentence of your sales letters. Include it in a title at the top of your webpage. Use it as the opening of your audio or audio–video promotions. Leading immediately with your biggest benefit captures your prospect's attention and provides a compelling reason to continue reading or listening to your message.

3. PERSONALIZE YOUR APPROACH

More people will buy from you when they feel you are talking directly to them about their individual needs.

Develop customized versions of your sales message to cater to the specific interests of prospects in each market you target. Use the language and style of prospects in each market to communicate your message to them.

It's easy to use different versions of your sales message when you control who gets it. But how can you personalize your web site to appeal to prospects in one market without losing your appeal to other prospects visiting your site?

One way is to create special web pages for prospects in each market you target. Customize the content of each to appeal to prospects in that group. Then add a link to each of these special pages on your home page.

4. PROVIDE SPECIFICS

Marketers often describe their product or service with words like, "It's fast, easy and inexpensive". But a specific description of how fast, how easy and how inexpensive will generate more sales.

For example, a general statement like, "Our clients get more sales", is dull. It won't produce sales. Replace it with a specific statement like, "Most of our new clients enjoy at least a 17 percent sales increase in the first month". This statement creates excitement. It motivates prospects to sign up now so they can start enjoying that 17 percent increase in THEIR sales.

5. DRAMATIZE FEELINGS

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Customers usually buy on impulse, not logic. They base their buying decision on how they feel about your product or service. Get them excited about using your product or service and you'll increase your sales.

Revise your ads, sales letters and web pages to dramatize the emotional rewards your customer will experience when using your product or service. Use vivid word pictures to help them imagine themselves already enjoying those benefits. For example, a financial planner could describe what it feels like to enjoy an affluent lifestyle without debt.

Each of these 5 selling tips will help you increase your sales. They produce immediate results. And they won't cost you anything to implement.

Bob Leduc retired from a 30 year career of recruiting salespersonnel and developing sales leads. He is now a SalesConsultant. For more information...mailto:BobLeduc@aol.com,Phone: (702) 658-1707 (After 10 AM Pacific time)Or write: Bob Leduc, PO Box 33628, Las Vegas, NV 89133

Three Big Ol' Tips for Better Sales Letters

By Matthew Cobb

Growing up in the South, I used the phrase "big ol'" a lot. Big ol' truck. Big ol' house. Big ol' party. The phrase was one we used when the word "big" just wasn't descriptive enough.

I think the following suggestions qualify as Big Ol' Tips. Look around the Web and you'll find plenty of good sales letter writing tips. But "big" just doesn't do these justice.

Here are three big ol' tips for better sales letters.

Big Ol' Tip #1)

Be redundant. Then, say the same thing over again.

Just because you state your most powerful benefit in the headline doesn't mean you shouldn't say it over again. If you are writing a long sales letter (especially one made for quick scanning), you should repeat the main benefits to make sure you get your point across. After all, many readers need to read the same thing several times before they catch on.

Big Ol' Tip #2)

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Focus on the guarantee. I promise you won't regret it.

Your readers are reading for one very simple reason: they're looking for a reason to buy. Give them the best reason possible. One good reason for buying is the assurance that customers will be protected against making a bad decision. If they're interested in your product, and making a purchase has no negative consequences, then you've got a sale. A guarantee removes negative consequences.

Big Ol' Tip #3)

Conceal the price. How? I'll tell you in a minute.

Don't state the price up-front. Reveal the price only after the customer calls a number, sends in a reply card, makes contact by e-mail, or reads (or scans) all the way to the end of your sales letter. By not revealing the price immediately, you have a chance to demonstrate to readers the value of what's behind the price before they have a chance to set their mind against it. (Note: If low price is your product's primary selling point, this tip might not apply. Test and see.)

These tips will improve your sales letter by making it more readable, more persuasive, and less intimidating to your audience. Use them in a well written piece and you'll see a big ol' increase in your response rates.

Matthew Cobb is a freelance copywriter in the Dallas/ Fort Worth, TX, area. For information, visit his professional site at

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